

Amendments to the Specification:

Please replace the paragraph at Page 7, line 8 of the Specification with the amended paragraph below:

The MMAS analyzes a defined collection of data through (1) complex web extraction (2) cleansing (3) data analysis and mining (4) business rules (5) search and query (6) reporting modules and (7) metrics. In one embodiment, the MMAS has identified a departmental module as ~~marketing~~ marketing and an industry module of high-tech and entertainment. However, it should be understood that the MMAS could leverage its core technology into many industries and across many departments inside a business enterprise. For example, as a first step, create a generic expandable foundation of MMAS's technology and a resulting solution. Then, focus and tune the solution by targeting at a specific department in a few industries and add additional information sources and text analysis modules for additional industries (e.g., from consumer products to travel to financial services or even politics). All of which are built on the same MMAS technology foundation.

Please replace the paragraph at Page 23, line 3 of the Specification with the amended paragraph below:

Block 440 is an inquiry to the user at the remote user interface where the user gives additional direction to the data search process. The Market Metrics and Analysis System web site, as explained previously in block 430 will apply its performance metrics function to every submitted search request by the user, according to the criteria tailored

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by the user. Once ~~One~~ the MMAS completes the desired search according to the criteria given by the user, the results will be displayed as explained previously in block 435. The user now has a chance to review these searches results and decides whether another search is necessary. If the results are found satisfactory to the user after the completion of the search, then the search process is complete. If the results are not satisfactory to the user after completion of the search, then control passes to block 445 of Figure 4B.